

ENGAGING COMMUNITIES

EMPOWERING VICTIMS



2015 NCVRW Resource Guide: AT A GLANCE

National Crime Victims' Rights Week

Dates: April 19 – 25, 2015

Theme: Engaging Communities. Empowering Victims.

Colors: Dark Blue and Gold

Font: Trade Gothic (condensed and regular)

This Year's Format

The Office for Victims of Crime of the U.S. Department of Justice and the National Center for Victims of Crime are pleased to present the *2015 National Crime Victims' Rights Week Resource Guide*. With a practical and visually striking array of promotional items and outreach products, how-to's, sample communications tools, updated statistics, and more, this year's Resource Guide can help inform, brand, and promote your outreach efforts during National Crime Victims' Rights Week and throughout the year. Please freely use and distribute these resources in your work on behalf of crime victims in your community.

As in previous years, anyone who registered for the Resource Guide will receive, free of charge, both the theme poster and Resource Guide folder (containing the theme artwork, theme DVD, and CD-ROM of the entire guide). To download any of this year's content, including many pieces in Spanish, visit www.ovc.gov/ncvrw2015, where you can also order additional copies of the poster or Resource Guide for a small shipping fee.

Resource Guide Contents

- **Theme Poster**
- **Resource Guide Artwork Folder**, including a smaller theme poster, theme artwork, and public awareness posters in English and Spanish.
- **NCVRW Theme DVD**, which highlights the importance of building partnerships with community leaders and organizations to better address all victims' needs and enhance our ability to serve them.
- **Resource Guide CD-ROM**, containing all *2015 NCVRW Resource Guide* content, including the theme artwork in three electronic formats (JPEG, fillable PDF, and Adobe Creative Suite files) in both color and black and white.

Resource Guide content also includes:

- Section 1. **Resource Guide Overview**
- Section 2. **Developing Your Campaign:** Partnerships & Strategies (*including updated PowerPoint slide artwork*)
- Section 3. **About the Resource Guide Artwork** (*with a tutorial on making your own QR code*)
- Section 4. **Communicating Your Message:** Media Tips & Tools (*including basics on how to create a social media campaign and a primer on working with the media*)
- Section 5. **Landmarks in Victims' Rights and Services**

- Section 6. **Statistical Overviews** (*with reader-friendly charts*)
- Section 7. **Additional Resources**

Quick Planning Tips

- Review all contents of the Resource Guide. Jot down helpful tips, ideas, or suggestions.
- Identify project partners who can help share the workload and generate more ideas (see “Extending Your Reach through Partnerships” in Section 2).
- Develop a timetable outlining the activities and assignments leading up to your event(s).
- Decide what Resource Guide artwork and information you want to use and what other materials you might need to develop.
- Develop a current list of local and state media as well as key reporters and producers.
- Identify other uses for the Resource Guide, including victim-related observances planned throughout 2015 (see “Commemorative Calendar” in Section 2). ★

Special Announcement

The Attorney General’s National Crime Victims’ Service Awards Ceremony, sponsored by the U.S. Department of Justice and coordinated by the Office for Victims of Crime, will be held in April 2015. For more information about this special event, including the time and location, please visit http://ovc.gov/awareness/about_ncvrw.html.

